

Organ Plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Rain or Snow

Every Day Brings Something New and Interesting to This Store

Cardinal Gibbons Helped Some of Us When He Said "I have not less faith in the man who is guided by his heart than in the man who is controlled by his head."

Whatever illuminates the soul exerts an influence of good over our minds, though continuous training of the mind and great learning are not to be neglected or despised.

To be faithful at our post, whatever it be, requires the acquisition of every quality obtainable by both the mind and heart to reach the highest success.

We are constantly learning of new things being made, and the Store shows newness in some ways every day.

Accept this invitation to visit and bring your friends.

[Signed] *John Wanamaker*

Jan. 23, 1920.

Diamond "Dinner" Rings Mounted in Platinum

Just now it is the ring above all others in fashion and the one that is most worn by women who entertain and are entertained.

The designs are very beautiful and elaborately worked out—a large center diamond with smaller diamonds forming a setting and increasing the brilliancy of the center stone.

The Jewelry Store, at the present time, has some especially fine examples of diamond "dinner" rings mounted in platinum. They are \$365 to \$775.

(Jewelry Store, Chestnut and Thirteenth)

Women's Beautiful Fur-Trimmed Coats at \$100 to \$350

We still have a few of these superb wraps which a week ago had from a quarter to a third taken off their prices.

They are of silk-and-wool duvetyne, velour, evora and palouchie cloths of the most exquisite quality; and they have collars and cuffs and sometimes facings of equally exquisite furs—such as gray squirrel, Australian opossum, sable squirrel and nutria. In fact, the furs alone are almost worth the new prices on the coats. Moreover, the coats are of such graceful conservative styles that they can be worn quite late into the spring.



(First Floor, Central)

A Few Unusually Pretty Dresses Have Been Made \$35 and \$50

Dresses that every woman can find good use for this very minute, and that she could by no means have made for this price.

There are exquisitely colored beaded Georgette crepes that would do for either afternoons or evenings; handsome chiffon velvets; some charming little taffeta dance or dinner frocks, and a number of most useful black net evening gowns.

Mostly they need a stitch or two or maybe the good services of a hot iron, but it will be well worth while, for prices are so much lessened, in some cases less than half.

(First Floor, Central)

Women's Strap-Wrist Gloves at \$3 a Pair

are of that durable and practical New Zealand suede, which looks and wears like mocha. The gloves are in the fashionable gray, they are outseam sewn, and a style much in request this winter.

White Capeskin Gloves, Washable, \$2 a Pair
are also notably good for this sum. They are of heavy white capeskin, are in a smart style with one clasp fastening, and are brand-new, having just arrived.

(West Aisle)

Wash Taffeta Waists

A style in pink and white with high-low collars and tiny pearl buttons, \$8.75.

Another of heavier quality with small and large tucks, and big buttons far apart. This is in white only, \$12.

(Third Floor, Central)

Women's All-Silk Umbrellas at \$7.50

Covers of blue, purple, green and red silk, handles mostly plain carved mission style with colored bakelite tops to match, frames close rolling paragon. Altogether they are the best \$7.50 umbrellas we know.

(Main Floor, Market)

Newest Spring Collars Use Many Laces Together

You will be surprised to see how pretty the effect is! For example, one of the most charming of all is made up of filet, baby Irish, Venise and Valenciennes—all are the real laces. In those with real laces the prices are from \$10 to \$20.

Or there are others with fine hand embroidery and trimmed with several laces from \$3 to \$6.50. They are all in the new small shapes and in the becoming ecru color.

(Main Floor, Central)

One of the Best-Liked Duvetyne Handbags

is the style which sells here for \$8.50, and little enough that is for such a good-looking bag. It is a roomy shape, with tassel and shell finish frame, and you may choose from brown, taupe, navy and black. Each bag is nicely silk lined.

(Main Floor, Chestnut)

From Paris Arrive New Dotted Veilings

Fascinatingly pretty and just what is needed to give the new Spring hat that correct look. One of the most effective designs has large squares outlined with chenille dots on a diamond mesh. It is extraordinarily becoming and is marked \$2 a yard.

Another style shows regular dots on a diamond mesh and comes in black, taupe, brown or blue at \$1.75 a yard. Also there is a bright sapphire blue dotted veiling that so many women have been asking for at \$1.75 a yard.

(Main Floor, Central)

New Printed Crepes de Chine (Silk and Cotton)

Just as pretty as they can be, some with colored flowers scattered on a differently colored background, others with the large, fashionable "all-over" effects.

No woman needs to be told how thoroughly satisfactory these silk-and-cotton crepes are for Spring dresses. They are 36 inches wide and \$1.50 and \$2 a yard.

(First Floor, Chestnut)

White Sale Corsets

Odds and ends to be had for very small prices include—

Letitias at \$4.50 and \$6—the first being models for average figures, and the others, some particularly pretty ones, of striped material with very low bust and long skirt.

Wanamaker Specials at \$1.50, \$2 and \$3. Topless, made of plain and fancy material, some front lace kinds. Also topless models in dotted pink broche.

(Third Floor, Chestnut)

HOME AND THE THINGS WE PUT INTO IT

Home is such a sacred sort of place that it seems a pity that anything ugly, unsightly or unworthy, even in the way of material furnishings, should ever get inside its portals.

There is something like personality in homes, as there is in people, and the personality or atmosphere of a home depends for its expression largely upon the things with which it is furnished.

Women seem to understand this much better than do men, being nearer to it and more vividly conscious of it.

Four walls and a roof have never made a home, but given the right kind of people within them the rest is a matter of furniture.

Ever since the moment came when tree-stumps were no longer seen in the caves of the first families, and prehistoric fingers fumbled their way to the knotting of the first hammock, the best brains, art and craftsmanship of each successive generation have been employed in developing and improving the furniture of the home, and in getting the furniture made and distributed into the homes.

Ever since the first Semi-Annual Sale of Wanamaker Furniture, held 30 years ago, the best art and craftsmanship in designing and making furniture and the best methods of getting such furniture distributed into homes, have been utilized, developed and improved upon in each successive Sale, until reaching

The Greatest of All Furniture Sales—Opening Next Thursday, January 29

It is now a generally accepted maxim that the thing of good quality is the best investment, and of staple merchandise, such as furniture, this is true in particular.

Today, more than ever, it is a fact that poor quality does not pay, while at the same time it costs more than ever both relatively and actually.

In a word, poor furniture was never so unworthy of attention, never such a bad investment as it is now; while conversely, good furniture was never so safe to stand by.

Having made this the greatest retail sale in the world of any kind of merchandise through selling good furniture, naturally we cannot afford to endanger it now by selling the other kind.

You can make selections on any one of the three days of advance presentation, Thursday, Friday and Saturday, January 29, 30 and 31, all transactions to date from Monday, February 2d.

Wonderful Choosing Among Separate Furs at Half Price

So wide is the choice that a woman may indulge her liking for any kind of furs—for every fashionable fur of the season is represented in this January Sale.

Black lynx scarfs—and there are many styles, all of the glossy, beautiful black lynx, are now \$23.25 to \$122.50.

Skunk scarfs (and skunk is one of the most durable of furs) are \$20 to \$150.

Mole scarfs are \$22.50 to \$40.

Taupe, brown and pointed fox scarfs are \$22.50 to \$75.

Taupe and brown fox sets, \$50 to \$125.

Taupe or brown wolf sets are \$40 to \$72.50.

And there are hundreds of other pieces—Australian opossum, beaver, mink, sable, natural squirrel, Hudson seal (dyed muskrat) and nutria, all at the same remarkable prices.

(Second Floor, Chestnut)

Hurrying Out as Fast as Low Prices Will Take Them—Suits, Coats and Dresses for Girls and Young Women

Silk Dresses for Young Women, \$25 to \$45

are of soft satins, tricolettes and Georgettes in dark colors, pretty styles, and usually ones of a kind—hence these prices! 14 to 20 year sizes.

Cloth Dresses for Young Women, \$27.50 to \$55

are of serges, tricolettes and wool jerseys in good styles and becoming colors. 14 to 20 year sizes.

Girls' Raincoats and Capes

\$2.75 to \$8.50 for girls' raincoats, 6 to 14 year sizes. \$4.50 to \$20—for raincoats, 6 to 17 year sizes.

Winter Suits for Juniors, \$15 to \$30

are of wool velours, chevots and other good weaves in attractive models and colorings. Some fur trimmed. 15 and 17 year sizes.

Girls' Winter Coats, \$5 to \$55

These are of velours, silvertones, poplins, checks, velveteens and other materials.

(Second Floor, Chestnut)

in light and dark colors and different styles. Some are fur trimmed. 6 to 17 year sizes.

Girls' Wash Dresses, \$1.50 to \$25

Dresses for school and better wear, including a few fine hand-made dresses. 6 to 14 year sizes.

Girls' Cloth Dresses, \$10 to \$20

are usually of serge, but sometimes of wool jersey, and in pretty styles, often trimmed with lighter colors than the materials. They've been much higher, and are in 6 to 14 year sizes.

New Wash Regulations and Middies for Girls

\$5.50 to \$11.50 for the new regulation dresses for girls of 6 to 16 years. These are fresh and new and attractive, and are of particular interest to mothers who like to dress their young daughters in these sensible, becoming frocks. \$3.50 to \$5.50 for the new middies, of sturdy white cottons, with embroidery and collars in blue or red; 6 to 20 year sizes.

Women's Low Shoes Not to Be Equaled at \$12

Six styles of oxfords which ordinarily would be anywhere from a couple of dollars a pair more to fifty per cent more.

White buckskin with straight tips and perforations, white soles and white covered military heels.

White canvas with nut brown Russia calfskin wing tips, lace stays and collars and military heels.

Black and mahogany calfskin with full wing tips and low Cuban heels or with straight tips and Cuban heels.

Also fifteen styles of the finer kind of high shoes, at \$12 a pair.

(First Floor, Market)

A Pronounced Demand for Bellows Suitcases

suggests a line or two about these handsome, roomy pieces of luggage, so good for long trips.

We have them of the finest grade of cowhide, in black and tan with straps all around and solid-brass locks.

Sizes 24 to 34 inches. Prices \$57.50 to \$80.

(Main Floor, Chestnut)

250 Men's Overcoats Each With a Handsome Saving at \$35

Good news for a Winter's day, especially for men whose overcoats are not good enough to carry them through the remainder of the season.

These are Wanamaker coats of fancy mixed fabrics, of the snug, button-up, double-breasted kind, some semi-belted, others belted all around, but there are also some conforming models and some single-breasted box coats in the lot.

Altogether the choice is excellent for men and young men, and as every coat in the collection is from our own stock, the saving on each is one that any man needing an overcoat for this season or next should be glad to take advantage of.

(Third Floor, Market)

"A Year as a Government Agent" By Vira B. Whitehouse

A book of illuminating side-lights on secret diplomacy, written by the woman whose duty it was to get the truth about America into Germany. Price \$2.75.

(Main Floor, Thirteenth)

Is Your Hearing Defective?

The Electric Ear Phone has been improved and tuned to magnify the sound of the voice, and a free demonstration of it is being given this week in the Optical Goods Store. Prices of the phone are \$30 to \$50.

(Main Gallery, Chestnut)

Good Blankets at Real Savings

You can choose tomorrow from more than two hundred pairs, all new goods and marked at less than the prices prevailing in 1918. That means a substantial saving on every pair.

White blankets of mixed wool and cotton, with borders of either pink or blue and wide silk bindings, are now marked \$10 and \$12 a pair for single-bed size, \$12 a pair for double-bed size and \$15 and \$16 a pair for extra large size.

White blankets of mixed wool and cotton, with borders of pink, rose or blue and wide silk bindings, are now marked \$15 a pair for single-bed size and \$18 a pair for double-bed size.

(Sixth Floor, Central)

Warm Clothing for Outdoor Sports

Mackinaws, \$15 to \$20. Sheep-lined moleskin coats with shawl collars, \$16.

Leather vests and jackets to wear under the coat, \$8 to \$20.

Heavy shaker-knit sweaters, with large shawl collars and pockets, \$12 to \$17.50.

Knit skating toques in various colors, \$1.50.

(The Gallery, Juniper)

Careful Motorists Use Chains Now

Weed chains in all sizes, \$6.50 to \$12.10. Radiator and hood covers for Ford cars, \$2.50 and \$4.50.

Inner tubes at interesting prices are—

30x3, \$2.82 32x3½, \$3.57 30x3½, \$3.28 34x4½, \$6.27 30x5, \$7.39

(The Gallery, Juniper)

Fresh Vanilla Marshmallows Dipped in Chocolate—60c a Pound

Big, fat vanilla marshmallows, deliciously fresh and with a coating of smooth, sweet, rich chocolate—of course you'll like them. 60c a pound.

Almond nougat bars are so full of nuts each bite is a treat—10c a bar, 80c a pound.

Assorted chocolates and bonbons, fresh each day, \$1 a pound.

(Down Stairs Store, Chestnut)

New Shirts and Ties in the Winter Sale

A fresh shipment of the woven madras soft-cuff shirts in seersucker stripes at \$2.15. These are among the most desirable of the shirts at this low price. Every man likes seersucker stripes.

Another 1200 neckties to sell at \$1, which is a third to a half less than the regular price of good silk four-in-hands of this quality.

(Main Floor, Market)

Men's London Caps in Lovat Colorings

are about as fine a thing as the men's cap family has to show.

Even American cap manufacturers take off their hats to the British. Caps are worn more over there than here and the men are more particular about them.

These are \$4.

(Main Floor, Market)

Men's Initial Handkerchiefs

These at \$5 a dozen are of firm and snowy Irish linen, and they are made with narrow, carefully hemstitched hems, and an embroidered letter in one corner.

(West Aisle)

Never Get Chilled in Your Home—That's a Health Rule

This is what Mark Twain would call "a remarkably active sort of winter"—with lots of weather—and nobody can do a thing about it.

In cold corners here and there; in bathrooms, bedrooms, halls, auxiliary heaters are needed.

We have the very best to be had—

Oil stoves Coal stoves Gas stoves Electric heaters

(Fourth Floor, Market)

For Any One Needing a Low-Priced Dinner Set

—now is the time.

We have 100 sets of 106 pieces of American semi-porcelain at \$16.50 a set and 100 sets of 51 pieces of American semi-porcelain at \$10 a set.

The wares in both sets are of the same good, sturdy grade for every day service, and in both there is a choice of two patterns; one a gold band, the other a gold lace border. Compared with regular prices on identical goods in open stock the saving is from 30 to 50 per cent.

(Fourth Floor, Chestnut)

Certain Groups in the Lamp Sale

which still afford good choosing are—

The group of cloisonne bronze lamp lamps from Japan, things both scarce and good, at \$65 to \$125.

The group of fine Chinese vases mounted as table lamps, with two and three lights, priced \$85 to \$135.

Besides lots of fixtures at \$10 to \$200.

(Fourth Floor, Central)

The Miles That a Woman Walks Going About in an Old-Fashioned Kitchen

where the next thing wanted always seems to be the greatest possible distance away, are almost uncountable.

Talk about a tired housewife! That's the reason.

We have just received another carload of those fine kitchen cabinets that keep everything in one place and the right place.

White enamel, \$74.50 to \$92. Oak, \$65 to \$80.

These are the old prices, notwithstanding two general advances since the first of the year.

Also a carload of white enamel, porcelain top kitchen tables, \$15.75 to \$48.

(Fourth Floor, Market)

Real Opportunities in Player-Pianos

A group of Emerson, Haines Bros. and Marshall and Wendell Angelus and other player-pianos are marked \$700 to \$900, which is \$50 or \$75 less than their regular prices.

These are all new instruments lowered in price because there have been slight case changes in more recent models.

They are only a part of a disposal of used and new reduced pianos and player-pianos out of our regular stocks. Savings on these range all the way from \$30 to \$1300, and they afford splendid opportunity to get a fine instrument for much less than usual.

(Key in Hall, Second Floor)